

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Special Meeting
Monthly Arts Square Fair Subcommittee
Friday, April 25, 2014
8:30 a.m.
Minutes**

Present: Chair Janet Jones, Kim Bova, Katie Delany, Connie Neal, Barry Schreier, and Kristin Schwab

Staff: Kathleen Paterson

1. Call to order

Janet Jones called the meeting to order at 8:35 a.m.

2. Public comment

There was no public comment.

3. Approve minutes

Connie Neal moved that the minutes of the March 21, 2014 meeting be approved.
Katie Delany seconded the motion. The minutes were approved unanimously.

4. Status of Premier sponsor

Ms. Jones reported that a Premier Sponsor was not secured as the requests were outside the funding cycle of organizations for this size gift. The budget has been reduced and adjusted, and the Square Fair will continue as planned.

5. Marketing Plan

Ms. Paterson reported on an extensive marketing plan. A copy of the plan is attached to the minutes. The committee also discussed getting laminated posters to put on A-Frames along Storrs Road/Route 195 the day of the event.

6. Review of applications

Ms. Delany, Ms. Bova, Ms. Jones, and Ms. Paterson met on April 11 to select vendors. The applications were impressive; they selected 10 vendors for each Square Fair. The group is pleased with the variety, originality, and professionalism of the selected vendors. A list of vendors is attached.

7. Traffic Authority Update

Ms. Paterson reported meeting with the Traffic Authority. They have approved the request to close the street, but they have added a number of requirements. Additional signage is required. Ms. Paterson will work with Celebrate Mansfield Festival Committee to see if they will pay for the signage as they will need it also. Ms. Paterson will request assistance from the Fire Police.

The cost of these services is a concern. Ms. Paterson will continue to work with the Town and the Traffic Authority on these issues.

8. Posters

It was decided to print posters and distribute them around the community. The same basic flyer format will be used on the posters.

9. Distribution of Flyers and Posters

Ms. Paterson distributed a list of places that flyers and posters need to be distributed. The committee reviewed the list and volunteered to distribute flyers and posters and specific places. Ms. Paterson will contact the committee and distribute the list when the flyers and posters are ready. Committee members should stop at the MDP office to pick up materials.

10. Assignments for first two fairs

Several committee members said they will be available to work the first fair. The next meeting will be Friday, May 23, the same day as the fair. At that meeting, specific assignments will be made.

Ms. Paterson will distribute a list of tasks, which will be assigned at that time.

11. Set up on Square

Ms. Schwab noted where the booths will be set up. Vendors will be set up vendors on a first-come, first-serve basis. The road will be closed at 4 p.m. The booths will face out onto the street, with the back of the booth toward the fence.

12. Other

Ms. Bova reported that StoDo Arts will sponsor a movie series for four Square Fair Fridays, beginning May 23. The movies will start at 7 p.m. and will be held at the Coop/BIMP performance space. There will be a fee of \$5.

13. Meeting Adjourned: 9:15 a.m.

Minutes prepared by Janet Jones

Next Meeting: Friday, May 23, 2014 (note: new date).